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E-mailed 09/28/07 (bs)

**Bureau of Workforce Programs (BWP)**  
**MiRSA Guidance Letter (GL No. 06-04, Change 01)**

**DATE:** September 28, 2007

**TO:** Michigan Regional Skills Alliances (MiRSA®)

**FROM:** Janet Howard, Interim Director (**SIGNED**)  
Bureau of Workforce Programs

**SUBJECT:** MiRSA Service Mark

**RESCISSIONS:** None

**1. Purpose**

The Service Mark provides MiRSAs the opportunity to be recognized as MiRSAs through the execution of Licensing Agreements. An updated logo that depicts the Service Mark as registered is being issued to MiRSAs as a part of this Guidance Letter.

**2. Background**

The Service Mark has now been registered with the United States Patent Office. Federal registration of the Service Mark involves the establishment of rights in a mark, based on legitimate use of the mark. Owning a federal Service Mark registration has several advantages, including notice to the public of the registrant's claim to use the mark on or in connection with the services set forth in the registration.

**3. Action Required**

MiRSAs will utilize the updated logo and attribute.

**4. Inquires**

Questions regarding this notice should be directed to the MiRSA staff at (517) 335-5177.

JH:JC:bs

Attachments

Proper Use of Service Mark Material  
MiRSA logo (electronic version)